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# Habit (AT)

(DENOTING PRACTICES IN SPACE AND TIME)

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centre for  
sustainable fashion



Lifelong  
Learning  
Programme

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university  
of the arts  
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college  
of fashion

## Past, Present and Future

This publication offers a précis of ideas and actions developed at the Fashioning the Future Summer School in July 2013 as part of Centre for Sustainable Fashion's collaborative ventures into Fashion Design Education for Sustainability. The bringing together of researchers, tutors and students from locations across Europe, was made possible through shared ambitions in contributing to social and environmental equity through fashion's design practices.

The journeys undertaken through this work draw on theory, practice and togetherness, honoring distinction over consensus. These narratives learn from nature's billions of years of practice and people brought together through the Erasmus Lifelong Learning Programme. They also learn from what we know of our present in terms of our futures, near and far.

“If you want to go fast go alone.  
If you want to go far go together”

AFRICAN PROVERB

Partners, Collaborators and Participants

Erasmus	London College of Fashion, Univesrity of the Arts London;	Nike
British Council		Forum for the Future
Cordwainers Court, University of the Arts, London	Central Saint Martins College of Arts & Design, University of the Arts, London;	Sustainable Angle
	Goldsmiths College, University of London, UK	
	University of Ljubljana, Slovenia; Textilhögskolan, Högskolan Borås, Sweden;	
	The Robert Gordon University, UK Aalto Korkeakoulusäätiö, Finland;	
	KEA/Copenhagen School of Design & Technology, Denmark;	
	Hogeschool Gent, Belgium	

## Context of Habit(AT)

Urbanisation evidences simultaneous change making activities in multifarious visible and hidden ways. Social resources can expand their creative potential through the gathering of population density, proximity offering the means for vital interactions, whilst vulnerabilities also multiply as some of society's and nature's precious resources deplete. By the end of this century, it is estimated that 75- 80% of us will be urban residents, we need to consider this new context for social and industrial practices of fashion. Starting in our own home location, London, CSF played host to a range of ideas and cultures from our own cohort and with companions from across Europe. Together, we sought signs of resourcefulness to enable an imagining of a future where we all might thrive.

Cities can be dynamic places of curiosity, connection and artistry or locations of isolation, disconnection, and artifice. When cities convert energies of humanity and nature into products and experiences in a reciprocal manner, replenishing themselves though the process, they become vibrant organisms. When they seek to transcend biological limits however, in a bid to move the world forward led by technical and

artificial structures, designed to dominate, they become mechanisms, out of kilter with the world.

City making and fashion making are social practices that can create prosperity through interaction and appropriate application of technologies. The making of society through artifacts of fashion, its wear and its care is linked across a range of city activities. Designers roles therefore become (paraphrasing David Orr) first as place makers and then form makers, when accomplished, making places of conviviality and making them beautiful.

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**“The only constant is change”**

HERACLITUS

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This project references past, present and future to create fashion that is informed, insightful, inspired action and a dream of what the future might be.

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**“I’d rather want everything and have nothing, than have everything and want nothing”**

VIK MUNIZ

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## Making a Commitment



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**“It takes one...one follows the other one...  
then others follow...next thing you know you got a billion”**

BLACK EYED PEAS

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## Making our Paths by Treading Them



30 starting points, 30 perspectives, shared ambitions

## The Brief

Participants were asked to consider globally connected whilst geographically distanced city locations: London, New York, Shanghai, Paris and Rio de Janeiro, thinking about how each city has reacted to urban growth, changing environment, social cohesion and finite resources.

What defines life in these cities now and what might we learn about the future from emerging signals on our streets, in our workrooms, factories and homes?

The challenge: to imagine London in 2025 and develop a 'City Survival Pack', to help the nature of the city to thrive and people to thrive in the city.

The Partner: Nike's partnership with CSF was established in 2010(?) through a cross-disciplinary deep immersion project to de-couple success from the degradation of nature through design. The result, an award winning design enabler- Making - available as an app on i Tunes.

The power of Making as a starting point alongside Nike's ethos of Better World, offered inspiration and location to the creative process. The contents however did not need to reference existing products or services relating to Nike current activity.

Medium of expression: responses might include creation of artifacts, concepts, systems, services, hybrid combinations or something else entirely. The 'pack' to be available to collect, buy, borrow, share or drop off in 'Nike city spots' either within a Nike store, within a community setting or other environment.

### METHODS AND PRACTICES

Critical and creative thinking  
Systemic interconnection  
Participation and mutual learning  
Futures imagining  
Informed decision making

**“We can't make change happen alone, but we can create the environment where it might seed and grow”**

PROF DILYS WILLIAMS

## Hacking Ubiquitous London



Engaging skills of imagination, making and communication, CSF and Nike set a future london challenge to students at the Nike Making App Launch at the 1948 space in Shoreditch.

**“Hacking is the corruption of the authopship of designers and manufacturers”**

EMILY CAMPBELL, RSA



## Nike Making App Launch



MAKING is a design tool that enables designers to explore creativity with relevance. It ranks materials based on four environmental impact areas: water, chemistry, energy and waste, including elements of recycled or organic content. MAKING is based on an incredible, validated expansive data set from the Nike Materials Sustainability Index. It helps designers to innovate beyond methods of design that are linked to ecological degradation.

**“Knowledge is Power”**

SIR FRANCES BACON



See how the Making App works  
[CLICK HERE](#)

Download the Making App  
[CLICK HERE](#)



**“Designers are the start of everything and if we can educate the designer to make better choices then they can become agents of change for the entire industry”**

HANNAH JONES, VICE-PRESIDENT OF SUSTAINABLE BUSINESS AND INNOVATE AT NIKE



## Critical and Creative Thinking

In preparation, participants responded to a series of tasks, set to encourage reflexive thinking in the habitats of their home cities. Capturing and sharing responses, participants were able to engage with each other's work prior to meeting in London. This preparation set forth the project's three progressive stages;

### 'SEEING'

Observe your surroundings with a new perspective

### 'KNOWING'

Identify and critically analyse your surroundings

### 'DOING'

Find new ways of interacting with your surroundings



**“Too often we...enjoy the comfort of opinion without the discomfort of thought.”**

JOHN F. KENNEDY



**“Think left and think right and think low and think high. Oh, the thinks you can think up if only you try!”**

DR. SEUSS

## Systemic Interconnection

Understanding a range of perspectives relating to world-views and systems thinking allows a designer, maker or communicator to place their work in broader contexts. It is this context which connects the various inherent interdependencies of the fashion system and is vital to design for sustainable futures.

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**“We can’t impose our will on a system. We can listen to what the system tells us, and discover how its properties and our values can work together to bring forth something much better than could ever be produced by our will alone”**

DONELLA H. MEADOWS

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**“It really boils down to this: that all life is interrelated. We are all caught in an inescapable network of mutuality, tired into a single garment of destiny. Whatever affects one destiny, affects all indirectly.”**

MARTIN LUTHER KING JR

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## Participation and Mutual Learning

Deep ecology practices create a participatory and immersive experience which allows for the exploration of the fundamental interdependence between individuals, societies and nature. Recognising that nature has a value to us that goes beyond its usefulness as a source of resources or place to relax in, it is part of the development of a broad ethic of care and the taking of responsibility that is essential for sustainability futures.

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**“Life is fundamentally one”**

ARNE NAESS

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**“The true value of a human being is determined by the measure and the sense in which they have obtained liberation from the self. We shall require a substantially new manner of thinking if humanity is to survive.”**

ALBERT EINSTEIN

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## Future Imagining



**“Design must be an innovative, highly creative, cross-disciplinary tool responsive to the needs of men.”**

VICTOR PAPANEK

What is the role of design in this century? Forum for the Future engages futures thinking so we can consider how to design for an unpredictable future. How will the shared economy develop? What role will technology play? How will lifestyles of aspiring markets develop?

Futures thinking is about understanding certainties and uncertainties, examining long term trends through data analysis and exploring weak signals which can show future trends. This process encourages a design approach with long term vision and stimulates thinking that can lead to better ideas which inspire more sustainable lifestyles.

**“Wisdom demands a new orientation of science and technology toward the organic, the gentle, the elegant and beautiful.”**

E.F. SCHUMACHER

## Informed Decision Making

With the explosion of big data over the past decade, (90% of all data having been generated in the past 2 years) it is becoming clear that it is an integral part of informed decision-making in the design process. However, data alone is not enough, a designer must work with both information and intuition to create collective futures. The relationship between data and design is not one sided - design has the ability to conceptualise and visualise data, and the power to humanise complex information so that it becomes more accessible and relevant to new audiences.

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**“The goal is to turn data into information,  
and information into insight”**

CLARA FLORINA

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**“Design is not a theoretical exercise”**

ANDREI HERASIMCHUK

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## London Trail

What can we learn about our future from life in London today and the emerging signals we can find on our streets? This knowledge, which can only be gathered through observation, experience and participation provides a foundation for imagining what life will be like in 2025 London.

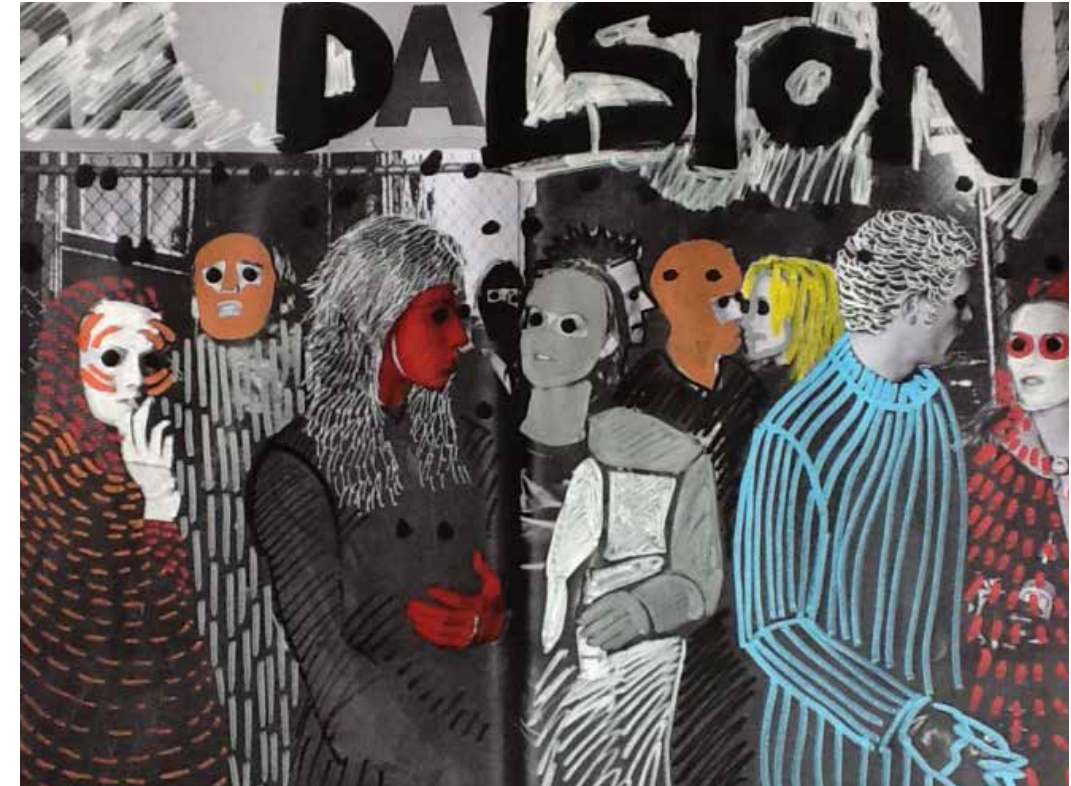
Armed with a customised map, each group set off on a unique expedition through London. Each journey lead its travellers on and off the beaten track, exploring an intertwined mix of natural and man-made landmarks through out the city. Through an exploration of human-habitat engagement, groups documented new perspectives and insights which they shared with eachother at the common final destination point.

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**“It is good to have an end to journey toward;  
but it is the journey that matters, in the end”**

ERNEST HEMINGWAY

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**“A city always contains more than any inhabitant can know, and a great  
city always makes the unknown and the possible spurs to the imagination”**

REBECCA SOLNIT

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## Project 1 Future Riders

## 2025 London

We mapped 2025 London by looking at key challenges of overpopulation and air pollution. London has more than 8 million residents, its air quality does not meet European Union standards and transportation systems are struggling with existing passenger numbers leading to overcrowding and increasing travel costs.

By 2025 London's population will be over 10 million with approximately 4 million commuting journeys per day. Increasing numbers of London citizens are travelling by bike and we predict that in 2025 bike riding will be one of the most popular forms of transport, as we envisage that cars will be banned from the inner city in an effort to combat air pollution.

By 2025 London weather will be more extreme and unpredictable with economic repercussions and increased social segregation. Citizens will

prefer to stay within their own postcodes, creating local communities or tribes throughout the city.



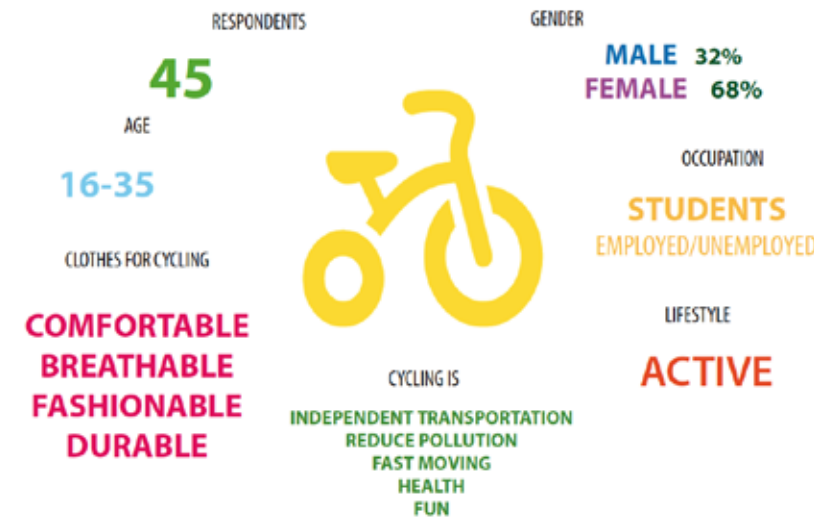
More people and limited resources means the end of 'throw away' fashion and new materials have been developed within finite ecological limits, these include

- Biorescose composed from bio waste, comparable to soft cotton or linen;
- Plarescose, made from plastic waste, comparable to polyester
- Rescose, made from paper or card waste, comparable to viscose

**“I wanted to learn how I could implement sustainability through out my design process”**

TASNIA, FUTURE RIDERS

2025 Citizen



Our 2025 London citizens are the bike rider tribes, males and females between 16 and 35, students, unemployed and workers who cycle regularly to avoid public transport costs. These citizens prefer to stay within their own postcodes, with little expendible income and no fast fashion to turn to, rider tribes invest in a small number of hardwearing, customised garments which are adaptable and identifiable to reflect their particular tribe.

“How can we create a world of eco-technology, sustainability and real equality”

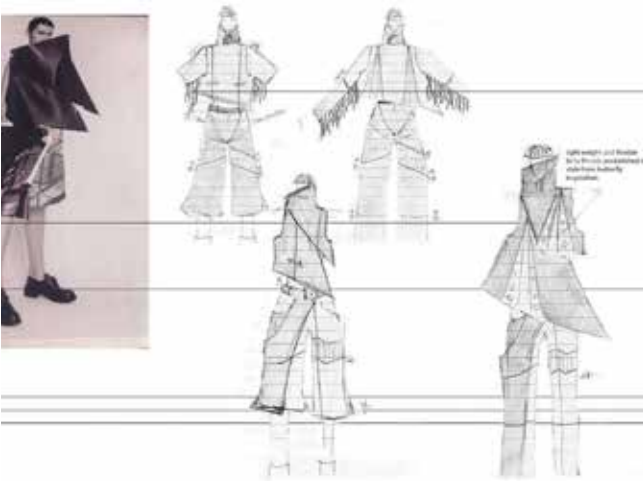
ELIZA, FUTURE RIDERS

2025 City Survival Kit

The concept includes a new considered process of fibre production, design and garment construction, leading to a series of products, adapted by the wearer over time. Design considerations include:

better, ecological methods of production facilitated using digital communication design led by the need to meet a variety of citizens needs

design success is seen through multifunctionality, comfort, durability and when pieces continue to be cherished by their owners.



OUR SURVIVAL KIT IS A COLLECTION OF CHANGEABLE GARMENTS WHICH:

- Uses high tech recycled new age fabrics
- Incorporates communicative technology to stay connected to other tribe members
- Uses anti-pollution sections to provide better breathing
- Allows for multiple changes to suit changing styles and unpredictable weather
- Adopts an androgynous futuristic aesthetic

“Fashion is a communication tool which can send clear messages to others”

ALINA, FUTURE RIDERS

## Habit (AT)

Our attire replaces the need for the digital devices we carry around with us. Garments offer alerts, social media updates, calls and other news via holograms.

Citizens no longer carry umbrellas or raincoats as sensors read humidity levels and initiate conductive fibers from customized 3D printed clothes to provide a waterproof layer when necessary. A shift in nanoparticles pulls fibers together for insulation when cold and antibacterial fibers protect citizens from virus contraction

The signature piece of our London 2025 Survival Kit is a coat, which uses 10 interchangeable pieces, encompassing adjustable and removable layers. The materials are a combination of self-waterproofing, connective, lightweight and breathable fabrics. Pockets double up as protective padding and collars absorb pollution.



## “How can we change the social stigma around certain materials”

SIRIANNA, FUTURE RIDERS



Globally gathered, according to resource location with local customization, individuals create identities linked to their tribe. Strong interlocking magnetic strips connect changeable pieces and 3D printing can now mimic all textile techniques such as embroidery, knitting, waving and print. The ‘Future Rider’ collection also features print designs with thermochromatic colours that can change according to temperature.

## “Clothing can be a visible manifestation of tribe values”

TASNIA, FUTURE RIDERS

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## Project 2 Sole To Soul

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## 2025 London

London 2025 will be an economically thriving urban space but with overcrowding and privacy, living and green space at an all time low. Data compiled from our field research and surveys found that people wish for space, good transportation and safe walkways.

The lives of London pedestrians will therefore have been radically changed with the introduction of the 'Pavement Plan'. Clear, safe and green walkways now encourage more people to walk again while piezoelectric pavements enable government to collect valuable energy as citizens walk, especially during rush hours.

Just 2.5 miles of walking produces enough kinetic energy to fully charge a digital communication device and 84, 162, 203 steps generates enough energy to launch a space shuttle. The 'Pavement Plan' has led to the banning of private household petrol and diesel cars within the city to create a low-emission capital zone. As energy saving is high on the government agenda there are now limitations on travel but eligibility must be acquired before taking journeys outside of London. With a high proportion of immigrants and long working hours, it is difficult to find and maintain meaningful relationships and friendships. Anxiety and depression are the most common disorders in an often isolated 2025 London lifestyle.

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**“Future change will be based on the decision  
making of designers and consumers”**

GRACE, SOLE TO SOUL

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## 2025 Citizen

Citizens spends most of their time attached to their digital devices, allowing them to run every part of their daily lives from reading news to entering their home. This has created a blurred work life balance and also disconnected people from many aspects of the natural world. Citizens keep their energy use to a minimum, saving up for the eligibility to take a trip out of town to experience a non-urban habitat.

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**“We wanted to explore what personal space would look like in this urban future”**

GRACE, SOLE TO SOUL

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**“How can we connect the designer’s artistic expression with the big challenges?”**

ANNI, SOLE TO SOUL

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## 2025 City Survival Kit

The City survival kit is a combination of product and service, aimed at addressing London 2025 problems of limited energy resources, overpopulated transportation systems and the increase in mental health disorders.

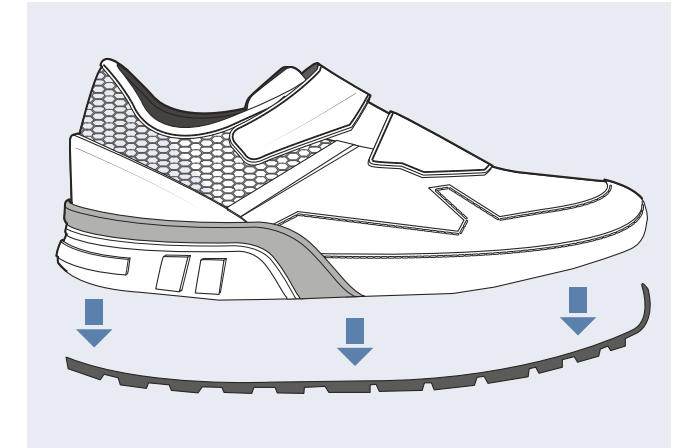
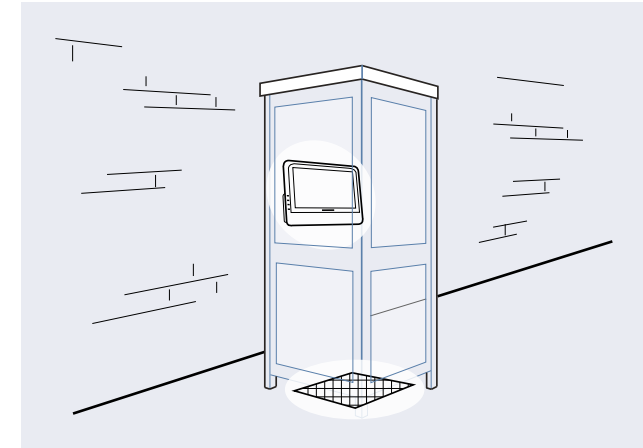
Sole to Soul is an energy collecting insole, encouraging people to commute the city by walking, an exercise which can help to combat depression, prevent high blood pressure and lower the risk of cancer, asthma, type two diabetes, dementia and osteoporosis. Walking helps combat weight issues, gives you energy and allows for a better night's sleep. The insoles for wellbeing are custom made by 3d scan and print and collection at any Nike pick up store.

Sole to soul is made from bioplastic, a bio-degradable material created from renewable biomass sources such as vegetable fats and oils. The insole is linked to an app, which provides the service element of sole to soul's concept. The app keeps track of the wearer's energy produced and collected, distance walked and heart rate. It tracks different routes allowing the wearer to choose the best way for them according to a variety of conditions.

The app also connects friends and people in local areas to encourage face to face contact to maintain and build relationships through walking. The final element of the app is a collection/donation function; each month the wearer can collect or donate energy generated at any Nike energy release point.

**“The opportunity to share cultures and knowledge has been incredible”**

MARTA, SOLE TO SOUL



### DONATIONS CAN BE MADE TO ONE OF THE FOLLOWING:

- 1: A Local community project such as maintaining a park, putting together an arts or music festival or building a school; somewhere else in the world, for example providing electricity to a third world city hospital.
- 2: A local charity which changes each month, for example a children's hospice, where the energy can be used to power machinery; The aim behind our concept is to bring together social interaction, community spirit and good health in response to addressing the challenges of 2025 London.
- 3: A global community project where your energy can go towards helping those

**“Every student should have the opportunity to learn about and engage with sustainability”**

SILVIA, SOLE TO SOUL



## Project 3 Just Redo It

## 2025 London

In 2025, London will be densely populated, with smaller living spaces and reduced freedom. Citizens will live further out of the centre in built up suburbs and will face grand challenges of water scarcity and waste management due to the growing population. Excellent public transportation infrastructures will include bike superhighways and cars will be banned from the inner city.

Sustainability is about survival in the masses. There is a common desire to get back out to nature and a greater sense of community amongst city inhabitants.

London's 2025 citizens were born, or have lived across global locations. Natives to technology, they have lived alongside a rapidly changing



digital landscape. Many however do not find the time to practice their cultural insights through culinary or cultural pursuits.

**“Sustainable fashion is about creating a strong and nurturing relationship between consumer and producer”**

PROF KATE FLETCHER

## 2025 Citizen

London's 2025 citizens were born, or have lived across global locations. Natives to technology, they have lived alongside a rapidly changing digital landscape. Many however do not find the time to practice their cultural insights through culinary or cultural pursuits.



**“Fashion education is becoming increasingly important and the exchange of information between students and tutors is unique within fashion as it is an open dialogue and one which guarantees a reaction”**

MARTIN, JUST REDO IT

## 2025 City Survival Kit

Our city survival kit is a concept, which addresses two grand challenges in London 2025, water and waste. In 2014 over 350 000 tonnes of clothing was going to landfill in the UK each year, people owned approximately 22 garments they had never worn but refused to throw away. Mindsets have not changed as rapidly as technology and in 2025, being able to distinguish ourselves through changeable fashion is still vitally important, whilst spending as little as possible. R-design is our solution. Citizens now wish to de-clutter, which requires a service where clothes are easily dropped off at Just Redo It, a pop-up concept store, before new pieces are considered.

With mobile Just Redo It Winnebagos around greater London, powered by biogas and solar, pieces are sent to a local factory for mechanical or chemical processing, then returned to the pop-up store to be made into new garments.

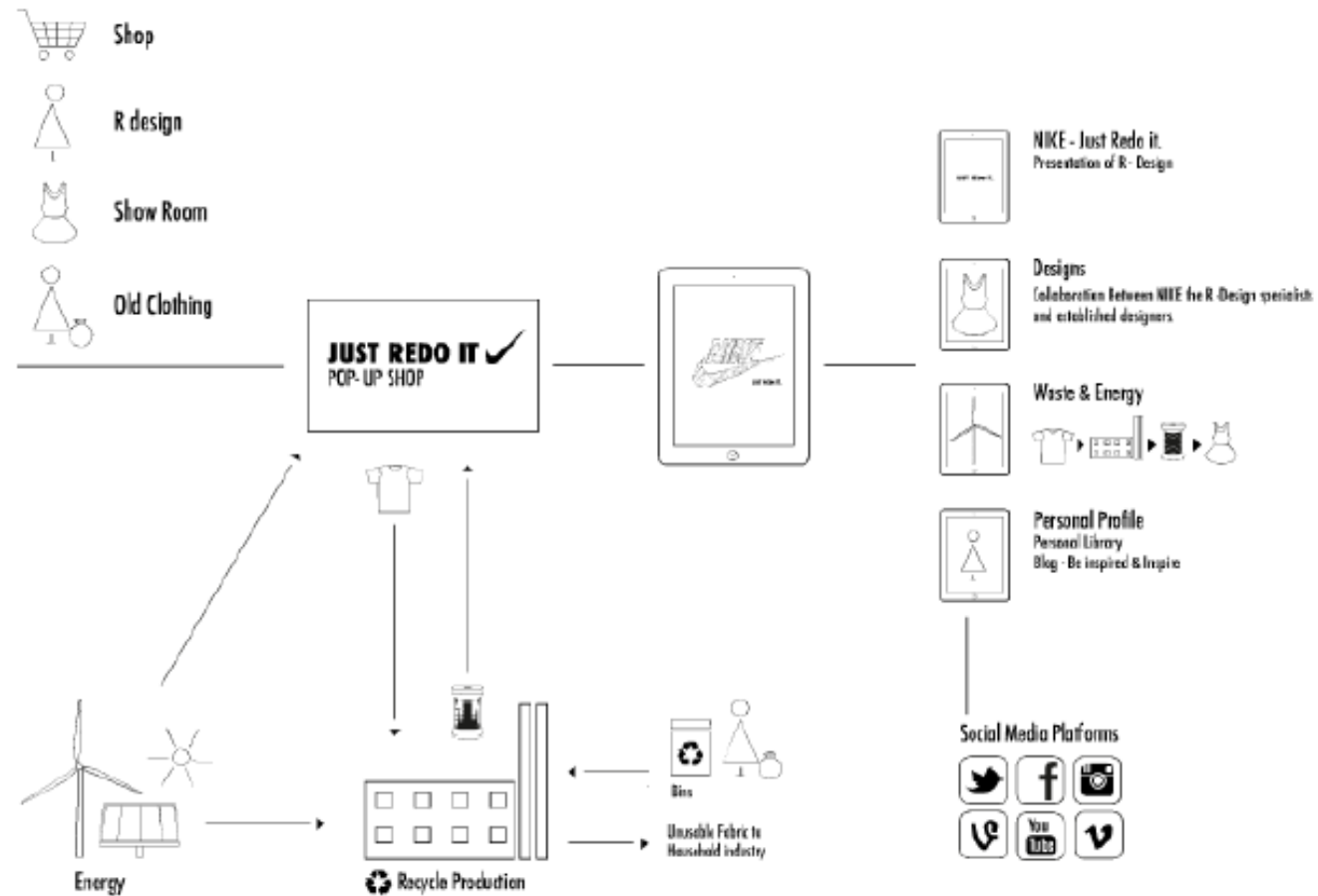
Customers can see how much water and waste they are saving by recycling their clothes and making them into new ones.



**“Where do we start? Question everything”**

ELLEN, JUST REDO IT

## Habit (AT)



**“We wanted to explore how future technology and behaviour change could contribute to sustainability”**

JANNE, JUST REDO IT

## FASHION | CLIMATE | CITIES

Inside the truck is a showroom with sample garments you can see and touch. The Nike Making App now enables customers to conceive, design, and create pieces referencing the RDesign look book. Chosen designs are created from the RDesign machine, an easy to use system, which allows customers to:

- 1: Have their body scanned to ensure a perfect ergonomic fit;
- 2: Create the garment they wish to wear, along with colour and fabric. Whilst multiple colours can be selected, only one fiber can be used per garment;
- 3: Watch their garment being 3D printed or knitted in one piece, no sewing or cutting necessary.

Our project raised many questions that still need to be answered before the concept can be realised: What will need to happen for a cultural and habitual shift to take place? How will the concept become viable?



**“Consumers must rethink the way they shop in the future”**

ANNE SOFIE, JUST REDO IT

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## Project 4 Synergy

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## 2025 London

London 2025 is an optimistic, green future built on a foundation on high tech products, sustainable architecture and new energy resources. For this utopian London to exist there must be a faster move towards renewable energy resources and a decrease in consumption. Most energy used today comes from fossil fuels such as petroleum or carbon with only 13% coming from renewable resources and 6% nuclear power. A future financial depression set this change in motion when information about diminishing fossil fuels was leaked to the public.

A few years prior to 2025 after the great financial collapse, the precious nature of energy was realised and declared the new currency, replacing the sterling pound. Encouraging citizens to lower consumption and emissions, energy is used to buy, sell, trade and survive in the city. Citizens are now energy users and energy producers, creating a self-sufficient city. This revolution has changed the landscape of London, old buildings have been repurposed and architecture is now better integrated with its surrounding environment. Heat recovery, solar screens, wind farms and green roofs are used, UV light is absorbed and storm water filtered. Wherever the sun hits, it is either absorbed as energy or used to grow new life.

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**“Creativity comes from within, but sometimes you need a little help to make better choices, be they for function or the environment for example”**

HANNA, SYNERGY

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2025 London sees new ways to treat and manipulate fibers, make man-made fibers feel like cellulose-based fibers such as cotton and flax. Petroleum is no longer used to as it stems from a limited resource, and natural fibers will now be made on a much smaller scale, considered as exclusive materials. Genetically modified seeds make it possible to grow cotton in places where it wasn't before, and farmers or even makers can specilias in growing organic fibers with their own small fields. All fiber production will be held at a regional level limiting the need for importation and transportation. Production is dictated by citizens needs and nature's limits while garment manufacturing takes place in regional factories with much shorter supply chains. In this circular economy, scanners can copy molecular chains in materials, making it easier to chemically recycle fabrics.

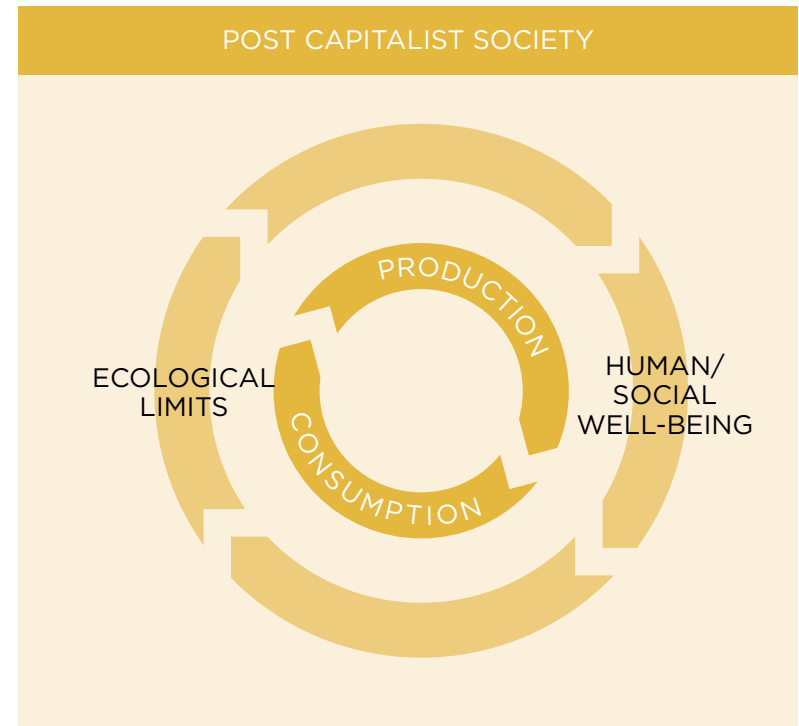


**“I gained valuable experience from working with such a diverse group of tutors and mentors”**

KIRSTY, SYNERGY

## 2025 Citizen

The primary driving factors for success have changed for London citizens, nature and community are valued above all else. Having grown up with fast-fashion, post revolution citizens seek locally crafted fashion that they can cherish for years to come. Technology is a key part of every life and is a vital tool for communicating and connecting with others.

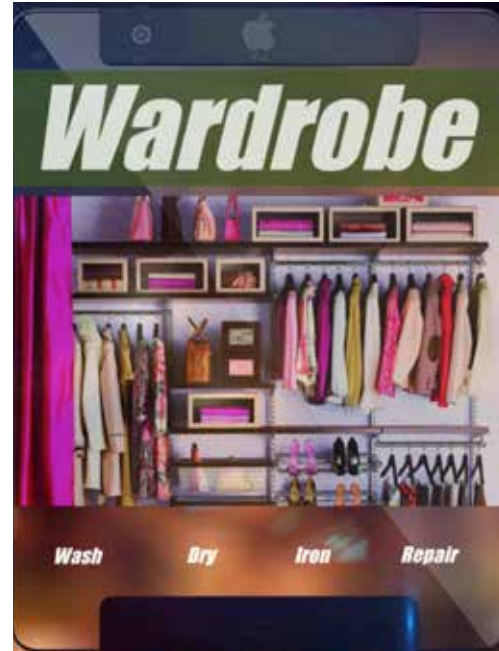


**“We all have different knowledge but this has been beneficial, it’s also been so much fun to learn new things”**

HANNA, SYNERGY

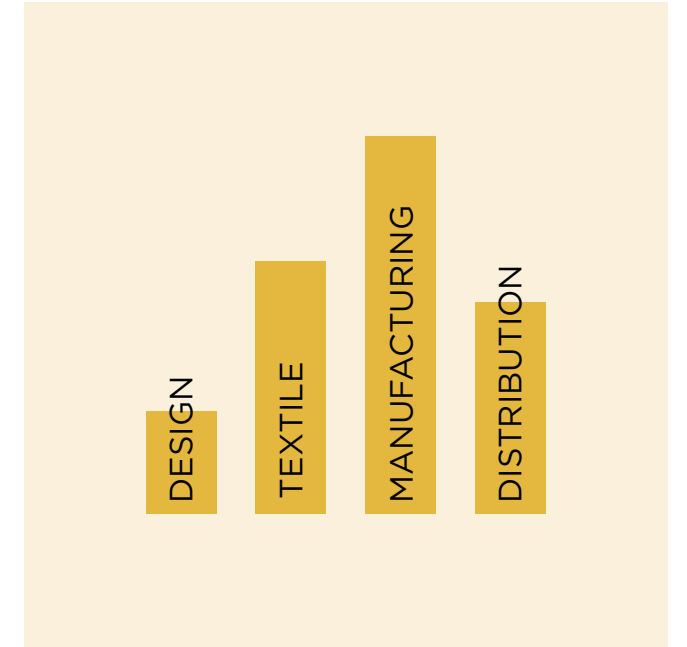
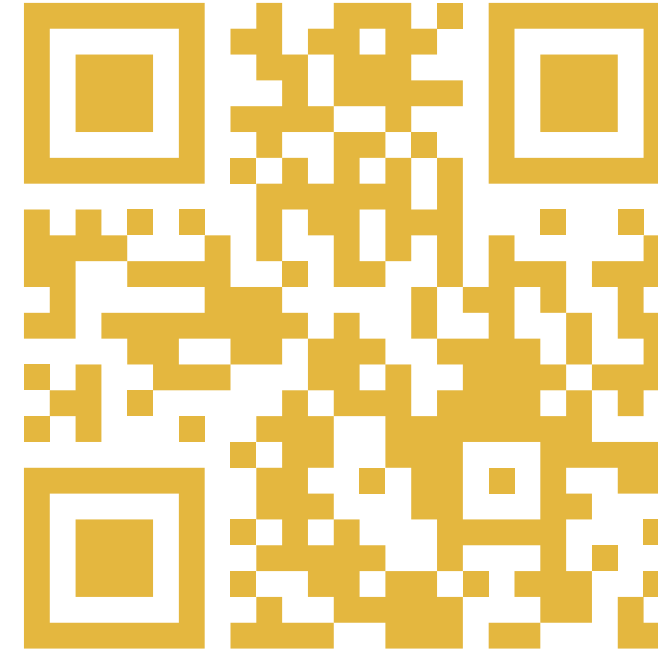
## 2025 City Survival Kit

Our 2025 London survival kit is called Synergy: an energy-capturing device that connects to any other digital device via a freely available app that can be downloaded for free. The small device can be clipped on to any garment, to capture the energy created from the wearer's body movement through out the day. The Synergy app is a central energy database, which tracks all energy movement through out the city. Users can log on to see their own energy total and compare with that others connected to their social networks. The app can also be used to access information about the amount of energy used in the creation of any garment, by scanning the legally required barcode. Data is broken down so users can see the energy used across Design, Textile Production, Manufacturing and Distribution. Synergy aims to create a new, transparent culture where citizens are both consumers and producers who have the power to collectively design the city's future.



**“I think that the information we have learnt during this time will filter through to all of our lives, within fashion and more generally”**

KIRSTY, SYNERGY



**“One day, people will learn to work together to solve environmental problems”**

ALINE, SYNERGY



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## Project 5

### Aroma

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## 2025 London

London 2025 has experienced rapid urbanisation and has a super fast paced society. Buildings are taller and the cityscape is higher to accommodate a higher volume of people in the city. People occupying London are from diverse backgrounds and cultures, they are more eco friendly and conscious of the impact they have on the environment. Greenery has found its way into many parts of the city, with heat and light captured through open glass that radiates high energy to function city utilities. Weather conditions however have become more extreme, making it sometimes very hot and humid whilst at other times very cold and wet. The change in climate and increase in population has made

travelling around London harder and more uncomfortable. Due to the high number of people continually migrating to London, people live in confined spaces that stretch out to the expanding boroughs of London. Produce is bought locally from weekly street markets and is also grown in private roof and terrace gardens.

The legacy of speed and disposability is a major problem in 2025 as London has run out of space for the resulting waste of fast fashion and other goods whose value is not seen by their last owner. With limited living space to store fashion and other goods, we have developed habits of detachment possession is no longer possible.

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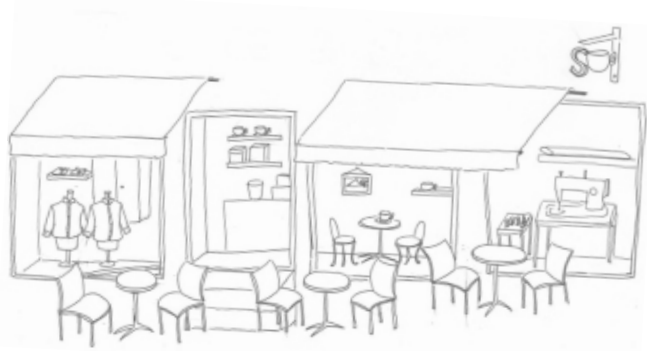
**“I wanted to get more knowledge about how we can impact and make a difference - we have the future in our hands”**

HUYEN, AROMA

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## 2025 Citizen

Many of its citizens have migrated to London in search of a better life, career and prosperity. This is due to its relative safety in environmental, political and cultural terms. Democracy, appreciation of a diverse range of cultures, languages, styles and beliefs means that there is a new generation of unafraid, independent individuals who realize the importance of contributing to this cultural ‘safe haven.’ Technology has evolved and is an intrinsic part of our attire. Citizens of 2025 London rely heavily on its digital aspects, whilst it is simply part of what we wear rather than a definition of our attire. Whilst life is fast paced, distances travelled have slowed down considerably. The average commute time has increased by over



300% since 2014 and certain everyday rituals take on greater importance. Coffee is still a key ingredient to most citizens’ mornings, many drinking at least one cup before leaving their home. The workday is long, driven by a desire to succeed and so there is no time to return home before social activity.

Fashion responds to the need to fit in. Simplicity, cleanliness, calm and tranquility are sought through the cut, care and colour of clothes. Individual expression is created through social interaction, enabled through shared concerns more than through aesthetic belonging.



## 2025 City Survival Kit

The 2025 London survival kit is a signature, perfectly balanced unisex garment for the active, working citizens of London 2025. This signature piece is a modular shirt, which the wearer can evolve according to activity, body and environmental surroundings. This concept re-frames fashion beyond speed, low quality and disposability by offering a blank canvas, a style led garment, with attention to detail, which remains relevant season after season as it relates to mind rather than time. By style we mean the design of a product, which an individual can use in a way that is particular to their own unique expression.



front		front	back		sleeve		sleeve	belt	extension
side piece		side piece	cuff		cuff		extension		
			pockets	pockets	pockets	pockets			
pockets		pockets	pockets		pockets		extension		

“The process has been like a large talking library which is always interesting - like reading lots of books and I can take away the motivate part of the research”

SNNA, AROMA

In response to the problems caused by throw away fashion we created a zero waste pattern for our modular piece, keeping wastage through out the manufacturing process to an absolute minimum. Our garment design aims to combat fast fashion by being unique, versatile, durable and functional. It will act as a key piece in the working wardrobe that consumers will want to keep and reuse.

As 2025 London will be a city where resources are now fully valued, our garment will use materials and processes that are most sustainable. To do this we looked at another ubiquitous item which is consumed everyday. Coffee is the world's most popular drink, over 400 billion cups are consumed each year. However, whilst we are conscious that our coffee is fair-trade and organic and we now bring reusable cups with us everywhere, there is still the question of where our discarded coffee

grounds go? While some coffee shops do give old grounds to customers for their compost piles, the majority of coffee grounds are destined to landfill.

A recent discovery has expanded the life of coffee, linking it with the fashion industry. We now know that recycled coffee grounds can be transferred to a thread called S. Cafe which is an environmentally friendly material, with UVA & UVE protection. Additionally, because the green bean is roasted it is able to absorb smell, helping to control body odor.



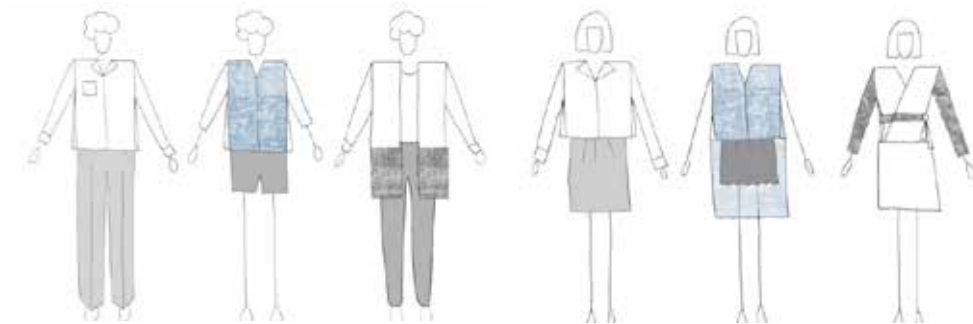
**“I have learnt how to observe people and theirs and your own perceived surroundings”**

URSKA, AROMA

When designing out modular garment we used the Nike Making App to aid us in our materials choices. The shirt will be produced in hemp, because of its ability to absorb water and moisture and also dry quickly. Hemp is suited to both warm and cold climates and it is stronger than cotton with good antistatic properties that can be spun to either a light or thick fibre. Hemp is also a fibre that is easy to cultivate in different climates, making it ideal for the extreme weather conditions existing in 2025 London. It needs little or no pesticides and requires less water than any other natural fibre. Our hemp will be cultivated

in England, which means transportation and importation will be minimised.

Our modular garment is perfect for a lifestyle where work is essential for life progression in London. The adjustable pieces of the garment allow for modification and transformation according to the wearer's purpose. It encourages play and customisation but is also practical, making it an essential survival piece for the 2025 London wardrobe. The future is unpredictable, survival is essential, our garment takes both and synthesises it.



**“I’d like to ask what motivates people to work with sustainability and fashion?”**

SNNA, AROMA



### NONE OF US IS AS GOOD AS ALL OF US

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## Watch the Fashioning the Future Film Clip

[CLICK HERE](#)

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